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# DISCLAIMER

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This product was originally created by Matt Callen, ema

# Email Secrets Exposed

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# Chapter 1





# Email Secrets





Email Secrets Exposed

# Email Secrets







**Remember:** "Respect the people on your lists, and they will respect you – guaranteed. A trusting relationship goes a long way, even with email marketing."







Email Secrets Exposed

Create a single article that describes a common problem that your product solves. BUT, don't necessarily mention your product in the article but do point out some of the things to be considered when choosing a solution. Close your article by simply saying something like "To read more about this problem and discover our Tried-and-True solution – Click Here".

This link should then direct your opt-in subscribers to your product sales page at which point the user is already thinking about the problem and what to look for in a solution. Then, they discover your product, which just happens to solve their problem. Viola!

b) A Series of Articles in Your Newsletter

In each issue of your newsletter, focus on one particular problem that your product solves.





# Email Secrets



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# Chapter 6

**“How Using One Single Marketing Tool Can Skyrocket Your Email List By 500%!”**

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# Email Secrets

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# Email Secrets

Email

You're probably thinking, "Yeah, I agree that we should adapt to the changing Internet technology – but just how do you expect me to do that?" Well, I've got just the answer for you.

Let me quickly introduce you to a novel secret that, until recently, has been almost unseen by many marketers. A short time ago, the secret started to reach a few of us – and boy were we glad that we stumbled across this new development.

While popup blockers have designed a way to block popups, they have also designed a way to block popups. While popup blockers have designed a way to block popups, they have also designed a way to block popups.













# Email Secrets

length of time after a surfer comes to your site. This allows your visitor to check out your site first, without being slightly interrupted by an entry popover ad. It will give them time to “browse” before you make an offer to them.

The timer-delay option is an incredible way to maximize the reaction from every PopOver by setting them to appear at the exact moment your surfer is ready to buy. Have your popovers appear on page load, after 2 secs, 10 secs, 30, 45, 60, 120...you name it.

With all these features it's GUARANTEED to boost your opt-in list and s'f0%bga-HbD!0%bga-Hle









